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GOOD NEWS for Sweet Corn Growers

New
Real Early
High Yielding
and Wilt Resistant

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Hybrid Sweet Corns Are Available This Year



PEDIGREED SEEDS

Potatoes, oats, peas,
barley, wheat, rye,
cabbage, field corn,
sweet corn, field
beans, soy beans,
clovers and grasses.

LIBRARY
FEB 16 1955
U. S. Department of Agriculture
FARM CHEMICALS
Seed disinfectants,
seed inoculants,
fertilizers, sulphur,
gypsum, lime,
dust & spray materials.
Also drain tile.



HONEOYE FALLS, N. Y.

Good News for Sweet Corn Growers

NEW EARLY HYBRIDS

The "good news" for sweet corn growers this year, is that early maturing hybrids are available. These new hybrids ripen earlier than Golden Cross, some as much as two weeks earlier. They have that wonderful hybrid vigor which enables them better to endure drought and resist root rot and other diseases. The early hybrids which we offer are highly resistant to Stewarts bacterial wilt disease, which caused such heavy losses in '33, and which may occur again. They can be grown profitably in wilt infested sections. They are strikingly uniform in ear type and in ripening. The ears are larger, mostly 12 rowed and decidedly attractive. They rank high in tenderness, sweetness and flavor, and, best of all, as shown by experiment station tests, they have out yielded by 25 to over 100% regular varieties that ripen as early. For verification of this statement, we refer you to the State Agricultural Experiment Stations at Geneva, N. Y., Ithaca, N. Y., New Haven, Conn., Amherst, Mass., State College, Pa., Columbus, Ohio, Lafayette, Ind., New Brunswick, N. J., Urbana, Ill., East Lansing, Mich., University Farm, St. Paul, Minn., Ames, Iowa.

EARLY MARKETS BEST

Early market prices are usually highest and early varieties often pay best in spite of their usually smaller yields. But when one can get those higher prices for fast selling corn that yields 12,000 to 20,000 marketable ears per acre as these new early hybrids have yielded in experiment station tests, then there is a sure enough profit. Because those hybrids seem to be more hardy and more vigorous, it may be reasonable to risk planting some of the earliest hybrid a week or so before it seems quite safe. If it is lost, the ground can be replanted for a later harvest without great expense. If it escapes damage, it will pay extra well.

EXTEND YOUR SWEET CORN SEASON

By planting several hybrids at one time and then following with successive plantings of Golden Cross, one can have a continuous supply of high quality, fine type corn beginning about 72 days from planting and continuing until frosts. With such a program, one can capture the best trade early and hold it right through the season.

The same program on a smaller scale is ideal for the garden. One can feast on delicious, fresh, tender sweet corn week after week and dry or can the surplus for later use. Sweet corn is wholesome and economical as well as enjoyable. With these new hybrids, one can "show the neighbors how to garden."

We suggest the following:- 1st regular planting, as early as safe; Top Crossed Spanish Gold ripening in about 72 to 74 days, Whipcross C 7.2 or Top Crossed Whipple ripening in 78 to 80 days, and Golden Cross Bantam ripening in about 86 days; 2nd and successive plantings at 5 to 7 day intervals, as late as safe, Golden Cross Bantam. These will provide an almost continuous harvest of high yielding yellow sweet corn of the finest type and quality. It should be understood, of course, that the ripening dates will vary with locality and with rainfall and temperature variations.

AVOID LOW PRICE MARKETS

For markets that are loaded with cheap mid season corn, we suggest planting the whole corn acreage with Top Crossed Spanish Gold, distributing the planting over a period as long as it will take to market the crop.

If the late fall market is usually good, plan to supply it with Golden Cross planted in late June or early July, that is about 86 days ahead of the best market period. If moisture supply is good in July, it may be reasonably safe to plant Top Crossed Spanish Gold after a first crop of the same, or after peas or some other early crop. It would be ready for October marketing. This seems practicable for Long Island and other places where killing frosts seldom occur earlier than October 15th.

USE RELIABLE SEED

Quaker Hill Farm was one of the first in the country to produce commercially by controlled cross pollination, this new type of hybrid sweet corn seed. We have gained the experience, acquired the technique, trained the help and provided the equipment necessary for producing hybrid seed of reliable quality. In numerous tests conducted by disinterested persons, hybrids from Quaker Hill Farm have usually equalled and frequently excelled hybrids from other sources in percentage of wilt resistance, uniformity and yield.

If one is to pay the necessarily higher price for hybrid seed, it is important that one be assured of getting as nearly as possible 100% true hybrid seed. Reliability of the source is far more important with hybrid seed than with open pollinated seed.

We have tested and followed closely the state test of numerous new hybrids. Our offerings and our recommendations are based on these tests and our knowledge of wilt disease. We believe we are offering the best and most profitable that are available this season. See next page for detailed descriptions and prices.

Yours for better sweet corn,

K. C. LIVERMORE

Hybrid Sweet Corns

YELLOW

TOP CROSSED SPANISH GOLD (Spancross P 39), a hybrid from controlled cross pollination of a Golden Bantam inbred and a selected strain of Spanish Gold. Usually 72 to 74 days here. Almost as early as Spanish Gold, 6 to 8 days earlier than Golden Bantam and 10 to 14 days earlier than Golden Cross. Much more vigorous and much better yielder than Golden Bantam or any other earlier yellow sweet corn. Ears are larger than Golden Bantam, mostly 12 rowed. Stalks 6' to 6½'. Very wilt resistant. Appearance and quality similar to Golden Cross and not at all like Spanish Gold. In brief, almost as good as Golden Cross, which is generally considered the finest yellow sweet corn available, but much earlier and sure to sell at higher prices. Post-paid 600 miles, ¼ lb. 25c; ½ lb. 40c; 1 lb. 70c; 2 to 19 lbs. 65c per lb. Freight collect, 20 to 99 lbs. 60c; 100 lbs. or more 55c per lb. Butt kernel grade 5c less per lb. tip kernel grade 10c less per lb.

WHIPCROSS C 7.2 A hybrid from controlled cross pollination of two inbred strains of Whipple's Yellow developed by Dr. D. F. Jones of the New Haven, Conn., Station. It is one of the best out of hundreds of combinations of many inbreds. Ripens about 78 days or 8 days earlier than Golden Cross. Ears large, 12 to 16 rowed, well filled, very uniform in type and ripening. Yields usually 50% to 100% better than open pollinated strains of the same maturity. Quality good. Stalks 6½'. Almost immune to wilt. Post-paid 600 miles, ¼ lb. 25c; ½ lb. 40c; 1 lb. 70c; 2 to 19 lbs. 65c per lb. Freight collect, 20 to 99 lbs. 60c; 100 lbs. or more 55c per lb. Butt kernel grade 5c less per lb.; tip kernel grade 10c less per lb.

TOP CROSSED WHIPPLE (WHIPCROSS P 39), a hybrid from controlled cross pollination of a Golden Bantam inbred and a selected strain of Whipple's Early Yellow. Usually 78 to 80 days here, 6 to 8 days earlier than Golden Cross. Usually yields 50% to 100% better than Whipple's and about equals Golden Cross in weight if not quite in dozens of ears. Ears are larger than Golden Cross, 12 to 16 rowed and 8" to 9" long. Ideal for markets where size counts most. Appearance fine. Quality good but not quite equal to Bantam or Golden Cross. Uniformity of ear type and ripening much better than Whipple's. Stalks 6½' to 7'. This is a better corn than regular Whipple's Yellow, almost as good as Golden Cross and usually about a week earlier. Post-paid 600 miles, ¼ lb. 20c; ½ lb. 35c; 1 lb. 60c; 2 to 19 lbs. 55c per lb. Freight collect, 20 to 99 lbs. 50c; 100 lbs. or more 45c per lb. Butt kernel grade 5c less per lb.; tip kernel grade 10c less per lb.

GOLDEN CROSS BANTAM, a hybrid from controlled cross pollination of two inbred strains of Golden Cross developed by Dr. G. M. Smith, of the U. S. Department of Agriculture. Usually 86 days here, 6 days later than regular Bantam. Combines Bantam qualities with nearly 100% wilt resistance, wonderful vigor and uniformity and usually 50% to over 100% better yields, sometimes actually 300% better, than regular Bantam. The ears are well filled, large, 7½" to 8½", mostly 12 rowed, beautiful color, very tender and sweet, and a high proportion is marketable.

Golden Cross is so prolific, so attractive and so uniformly good, it makes friends wherever it is tried. There is no finer corn for the table or for canning. Successive plantings at short intervals up to July 1 or later, are recommended. Post-paid 600 miles, ¼ lb. 20c; ½ lb. 35c; 1 lb. 60c; 2 to 19 lbs. 55c per lb. Freight collect, 20 to 99 lbs. 50c; 100 lbs. or more 45c per lb. Tip kernel grade 10c less per lb.

WHITE

REDGREEN, a hybrid from controlled cross pollination of a Stowells Evergreen inbred and another inbred. The hybrid is of the Evergreen type. Usually 92 days here. Susceptible to wilt, but usually escaping it unless planted early or where wilt conditions are especially bad. Ears white, 8" to 9", 12 to 14 rowed, stalks 7' to 9'. Very prolific yielder. Wonderfully tender and sweet. Attractive and distinctive red and green husk coloring, a sales help on roadside stands. Holds quality well. We recommend a limited area for late harvest where wilt has not been serious. Post-paid 600 miles, ¼ lb. 20c; ½ lb. 35c; 1 lb. 60c; 2 to 19 lbs. 55c per lb. Freight collect, 20 to 99 lbs. 50c; 100 lbs. or more 45c per lb.

BUTT AND TIP KERNEL GRADES

The Butt Kernel Grades offered in some varieties above, consist of the round and angular kernels from the butt ends of the ears and the Tip Kernel Grades consist of small kernels from the tips of the ears. Both are recleaned and sized. They will yield as well as the standard grade. The tip grade requires care in planting to avoid planting too thickly and covering too deeply.

DO NOT PLANT TOO THICKLY

Most of the hybrid seed is smaller than Golden Bantam and the rates of planting should be decreased accordingly. While the hybrids are extra vigorous, they must have at least normal spacing to do their best. If your stand is too thick, be sure to thin it.

HYBRIDS GOOD ONLY FOR FIRST CROP

The amazingly better results from hybrid seed are secured only in the first crop. Later crops are less vigorous, more variable and quickly drop back to the level of their parent strains. It is necessary therefore, in order to get maximum results, to use each year seed that was produced by controlled cross pollination.

HYBRID SEEDS PAY BETTER

Even at 40c per lb. higher cost for hybrid seed, it pays very well to use it. In the first place 7 to 8 lbs. of most of our hybrid seeds will plant as far as 10 lbs. of open pollinated seed because it is smaller. Then suppose the difference in seed cost is \$3.00 per acre. At 15c per dozen only 240 ears of corn would be required to offset it. But in test after test, these hybrids have yielded 3000 to 6000 ears more per acre than open pollinated strains ripening as early.

Open Pollinated Sweet Corns

YELLOW

The following are selected strains of open pollinated varieties which we use in producing hybrids and of which we have some surplus. They are excellent strains and the seed is good, but we suggest that you use them only as substitutes when the hybrids are not available. We know the hybrids will yield much better and prove more satisfactory in every way.

GOLDEN GEM Usually 66 days here. Very susceptible to wilt, small ears but very sweet and tender, light yellow, fair yielder, very short stalks. Recommended only for home gardens in sections free from wilt disease. Post-paid 600 miles, ¼ lb. 15c; ½ lb. 20c; 1 lb. 30c; 2 to 19 lbs. 25c per lb. Freight collect, 20 to 99 lbs. 22c; 100 lbs. or more 20c per lb.

SPANISH GOLD Usually 68 to 70 days here. Susceptible to wilt but less so than other early yellow sweet corns. Ears 6", 8 to 12 rowed, deep rich yellow, only fair quality and uniformity, but very good yielder, medium stalks. Recommended for not over 10% of planting and only where wilt has not been prevalent. Post-paid 600 miles, ¼ lb. 15c; ½ lb. 20c; 1 lb. 30c; 2 to 19 lbs. 25c per lb. Freight collect, 20 to 99 lbs. 22c; 100 lbs. or more 20c per lb.

WHIPPLE'S EARLY YELLOW Usually 78 to 80 days here. Susceptible to wilt. Ears 8 to 9", 10 to 16 rowed, bright yellow, good quality, fair uniformity. Average yield about half Golden Cross. Stalks 6'. Recommended for markets calling for large ears, when hybrid seed is not available. Post-paid 600 miles, ¼ lb. 15c; ½ lb. 20c; 1 lb. 30c; 2 to 19 lbs. 25c per lb. Freight collect, 20 to 99 lbs. 22c; 100 lbs. or more 20c per lb.

Pop Corn

Two varieties of pop corn lead all others in tenderness and taste. Both have enthusiastic backers. Since they are different, we offer both.

SOUTH AMERICAN YELLOW, (also called Dynamite, Yellow Giant, Mushroom and other trade names). Comparatively large yellow kernels on 6" to 8" ears. Stalks are 6' or more. Very good yielder. Popping qualities are excellent. Popped kernel is very large, creamy yellow, good flavor, tender and relatively free from hulls. Post-paid 600 miles, ¼ lb. 15c; ½ lb. 20c; 1 lb. 30c; 2 to 19 lbs. 25c per lb. Freight collect, 20 to 99 lbs. 22c; 100 lbs. or more 20c per lb.

JAPANESE HULLESS, (also called Japanese Rice, Australian Hulless). Pointed, somewhat rice shaped, pearly kernel, thumb shaped ears about 4" long, sometimes flattened at upper end. Stalks dwarf. Low yielder. A wonderful popper making 50% more bulk per pound than White Rice. Popped kernels are snow white, very tender and nearly hulless. Not quite so large and perhaps not quite so tasty as the Yellow. Post-paid 600 miles, ¼ lb. 15c; ½ lb. 20c; 1 lb. 30c; 2 to 19 lbs. 25c. Freight collect, 20 to 99 lbs. 22c per lb. 100 lbs. or more 20c per lb.

THE POPPING OF POP CORN

This subject is well discussed, and valuable information on curing and storing pop corn is given in Bulletin 505, issued free on request by N. Y. State Agriculture Experiment Station, Geneva, N. Y. It also tells how to restore the pop to pop corn that has lost it.

Family Garden Assortment

Here is a package of assorted sweet corn seeds that will provide an average family with fresh sweet corn from early summer till fall and some to can and plenty to pop through the winter. It includes ¼ lb. each of Golden Gem, Top Crossed Spanish Gold, Top Crossed Whipple and South American Yellow pop corn and 1 lb. of Golden Cross, with directions for planting. Price \$1.20 post-paid 600 miles.

K. C. Livermore



Honeoye Falls, N. Y.

February 1, 1935

Prices include bags or other containers and loading on cars or trucks. They are subject to change without notice. If lower when your order is received, difference will be refunded, if higher you will be notified and may pay difference or change or cancel order.

Terms: 2% discount allowed on orders paid in full by Feb. 20th or 1% by March 20th. Otherwise at least 20% payment must accompany order and balance be paid before shipment or on arrival, plus collection fees.

We guarantee goods to be as represented and to arrive in satisfactory condition. They should be examined immediately on arrival and not accepted if not satisfactory. We will take back and replace if possible or refund if preferred. We do our utmost to avoid mistakes, but when they do occur we want to make them right. However, we cannot and do not assume any responsibility for crops grown from our seeds because so many other factors affect them.

OATS	Sacked 3 bu. per bag	Per bu. 32 lbs.
20 BAGS OR MORE 5c LESS		
HEAVYWEIGHT	Certified	Not Certified
CORNELLIAN	\$1.25	\$1.20
ITHACAN	\$1.25	\$1.20
UPRIGHT	\$1.25	\$1.20
VICTORY		\$1.10

BARLEY	Sacked 2 bu. per bag	Per bu. 48 lbs.
20 BAGS OR MORE 5c LESS		
ALPHA, 2 rowed		\$1.50
ALPHA, 2 rowed certified		\$1.60
WISCONSIN 38, 6 rowed		\$1.50

FIELD PEAS		Per bu. 60 lbs.
10 BU. OR MORE 15c LESS		
O. A. C. No. 181		\$3.00
A new and better pea, tested disease free		

MIXTURES		Per bag 2 1/2 bus.
20 BAGS OR MORE 15c LESS		
OATS & BARLEY, 100 lbs.		\$3.40
Cornelian 48 lbs. Alpha 60 lbs.		
PEAS, OATS & BARLEY, 110 lbs.		\$4.20
Peas 30 lb., Cor. 32 lb., Alp. 48 lb.		
PEAS & OATS, 108 lbs.		\$4.80
Peas 60 lb., Upright Oats 48 lb.		

SPRING WHEAT		Per bu. 60 lbs.
10 BUS. OR MORE 10c LESS		
MARQUIS		\$1.90

SOY BEANS		Per bu. 60 lbs.
10 BUS. OR MORE 25c LESS		
CAYUGA, new, early		\$4.00
WILSON		\$2.25

BUCKWHEAT		Per bu. 48 lbs.
JAPANESE		\$1.20
SILVER HULL		\$1.20

CORN		Per bu. 56 lbs.
10 BUS. OR MORE 15c LESS		
For less than 1 bu. add 10c to amount		
WEST BRANCH SWEEPSTAKES		\$2.75
IMPROVED LEAMING		\$2.25
QUAKER HILL CORNELL No. 11		\$2.50
SHEFFIELD FLINT		\$2.75
YATES FLINT		\$2.75

Certified POTATOES		Per bu. 60 lbs.
All F. O. B. here except as noted 50 BU. OR MORE 5c LESS.		
In many cases we can deliver truck loads to your door at car load freight rates. Frequently orders of 50 bu. or more can be combined to make truck loads. Ask about delivering your order.		

P. E. I. COBBLERS		\$1.20
P. E. I. MOUNTAINS		\$1.20
P. E. I. SEED, F. O. B. Newark, N. J.		\$1.05
P. E. I. seed sacked 2 1/2 bu.; N. Y. seed 2 bu.		
N. Y. COBBLERS		\$.70
N. Y. MOUNTAINS		\$.65
N. Y. RUSSET RURALS		\$.65
N. Y. WHITE RURALS		\$.65

Small sizes at same prices

Selected POTATOES

N. Y. BLISS TRIUMPH		.70
N. Y. COBBLERS		.50
N. Y. MOUNTAINS		.50
N. Y. RUSSET RURALS		.50
N. Y. WHITE RURALS		.50

Small sizes at same prices

FIELD BEANS		Per Cwt.
10 bags or more 15c less; less than full bag add 20c to amount		
ROBUST PEA		\$4.25
GENESEE PEA		\$4.75
HONEOYE PEA		\$4.75
PERRY MARROW		\$4.75
YELLOW EYE		\$5.00
CALIFORNIA RED KIDNEY		\$10.00
FRENCH'S WHITE KIDNEY		\$6.00

SPECIAL DELIVERED PRICES ON TRUCK LOADS OR CAR LOADS

SEED TREATING MATERIALS

PRICES F. O. B.	Less 1 lb.	1-4 lbs.	5 lbs. up	LUGUME INOCULANTS
RED OXIDE OF COPPER, per lb.	\$.80	\$.60	\$.50	Alfalfa and Clovers, 1/2 bu. size \$.35; 1 bu. size \$.65; 2 1/2 bu. size \$ 1.40.
CARROSIVE SUBLIMATE, per lb.				Soy Beans, Lima Beans and Cow Peas, 1 bu. size \$.35; 2 bu. size \$.50; 3 bu. size \$ 1.40.
in 1/4 lb. boxes	1.60	1.40	1.20	Field and Garden Beans and Peas, and Vetches, 1/2 bu. size \$.35; 1 bu. size \$.50; 5 bu. size \$ 2.25.
in bulk		1.20	1.10	
CALOMEL, per lb.	1.80	1.66	1.50	STANLEY'S CROW REPELLENT
YELLOW OXIDE OF MERCURY, lb.	1.80	1.60	1.50	One Quart, for 4 bushels corn
COPPER CARBONATE, per lb.	.60	.35	.25	One Pint, for 2 bushels corn
SEMESAN, per lb.	3.00	2.50	2.35	One Half Pint, for 1 bushel corn
SEMESAN JR., per lb.	2.00	1.50	1.40	
CERESAN, per lb.		.75	.60	

PRICES OF FERTILIZERS AND OTHER FARM CHEMICALS WILL BE READY LATER—PLEASE WRITE FOR THEM

ORDER FORM

K. C. LIVERMORE, Honeoye Falls, N. Y. Dear Friend:— I wish to order the following:

lbs.	@	per lb.	\$.....
lbs.	@	per lb.	\$.....
lbs.	@	per lb.	\$.....
.....	@	per	\$.....
.....	@	per	\$.....

TERMS: 2% discount allowed on orders paid in full by February 20th or 1% by March 20th. Otherwise 20% payment must accompany order and balance be paid before shipment or on arrival, plus the collection fees.

Total	\$.....
Check
or M. O.S.

Ship to (person)	P. O.	State.....
Freight or Express Station.....	State.....	Railroad.....
Shipping Instructions		
Name & Address of person ordering, if different from above		

Think This Over

The Proven Facts are:—

1. Yields 25% to over 100% better are secured from the hybrid sweet corn seed described herein, than from such old favorites as Golden Bantam, Whipple's Yellow, Golden Sunshine and nearly all early and midseason open pollinated varieties.

2. If wilt disease should be as bad this season as it was in '33 (and it may be) thousands of acres of susceptible varieties will be 50% to 100% failures while the resistant hybrids offered here will make 50% to 100% full crop.

Considering these facts, is it good business for any grower to plant low yielding open pollinated varieties or wilt susceptible varieties? Is it good business for any canner to furnish such seed to his growers? Is it good business for any seedsman to encourage his customers to plant them?